

REMARKS/ARGUMENTS

The final Office action mailed May 13, 2008, has been reviewed and these remarks are responsive thereto. Claims 1-18 and 22-40 stand rejected. Applicants herein amend claims 1-3, 6-8, 10-12, 14, 17, 18, 22, 24-27, 30-32, 34, 36, 39 and 40. No new matter has been introduced. Claims 13 and 37 are canceled.

Interview Summary

Applicants' representative thanks Supervisory Examiner Gart and Examiner Iwarere for their time and courtesy in connection with the personal interview conducted by the undersigned on July 24, 2008. During the interview, differences between claims 1 and 18 were discussed, but no agreement was reached.

Claim Amendments

Applicants herein amend claim 1 to clarify that information is received from a product tag in response to scanning that tag with radiation, and that the received information includes encoded text segments. Applicants further amend claim 1 to recite that the received information is converted to obtain the text segments. Support for these amendments can be found, e.g., in paragraphs [02], [06], [20] and [21] of Applicants' specification as filed. Claim 1 is further amended to clarify that those text segments include a first text segment and a separate meta tag. Finally, claim 1 now recites the steps of

parsing the text segments and identifying the first text segment and the meta tag; and

displaying the first text segment in a manner determined by the rule corresponding to the one associated value.

The final Office action rejection claims 1-4, 8, 9, 11, 12, 16, 18, 22, 23, 25-28, 32, 33, 35, 36, 38 and 40 under 35 U.S.C. § 102(e) based on U.S. Patent 7,117,374 (Hill et al., hereinafter "Hill"). Hill fails to describe parsing text segments obtained from converting information received from a scanned product tag, identifying a first text segment and separate meta tag in those parsed text segments, and then displaying the first text segment in a manner determined by a rule

corresponding to the value of the meta tag. Instead, and as can be seen in Figure 11, Hill merely discloses scanning a symbology, and based on an evaluation of scanned data, decoding the symbology into text (e.g., an ASCII format). In Hill, once the text has been obtained, it is not parsed in order to identify a first text segment and a separate meta tag as recited in claim 1. Hill at col. 4, lines 35-59 merely describes a scanner that reads various machine readable codes. Hill at col. 8, lines 55-58 simply indicates that a device can scan a wide range of tag formats, symbologies and protocols to retrieve information from existing product packaging.

In short, none of the above-noted passages of Hill (or any other passages in Hill) teach the features of claim 1. As such, claim 1 is allowable.

Independent claims 22 and 25 recite features similar to those described above with respect to claim 1, and are allowable over Hill for at least reasons substantially similar to those discussed above with respect to claim 1.

Each of claims 2-4, 8, 9, 11, 12, 16, 18, 23, 26-28, 32, 33, 35, 36, 38 and 40 depends from one of claims 1, 22 or 25, and is thus allowable for at least the same reasons as their respective base claims.

Claims 5-7, 10, 14, 15, 17, 24, 29-31, 34 and 39 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Hill in view of U.S. patent pub. no. 2004/0153378 to Perkowski ("Perkowski"). This rejection is respectfully traversed.

Even if the proposed combination of Perkowski and Hill would have been proper, Perkowski fails to cure the above-noted deficiencies of Hill with respect to claims 1, 22 and 25. Because each of claims 5-7, 10, 14, 15, 17, 24, 29-31, 34 and 39 depends from one of claims 1, 22 and 25, these claims are allowable for the reasons set forth above.

Conclusion

Based on the foregoing, Applicants respectfully submit that this application is in condition for allowance and request notice of the same.

Respectfully submitted,

Date: 5 August 2008

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